

# SPONSORSHIP & DONATION POLICY



ROYAL SOUTH STREET SOCIETY

## Purpose

This Sponsorship and Donation Policy outlines the principles and procedures by which Royal South Street Society (RSSS), a not-for-profit organisation, accepts and manages sponsorships and donations. The purpose of this policy is to ensure that all sponsorships and donations align with the organisation's mission, values, and strategic objectives while maintaining transparency and accountability.

## Scope

This policy applies to all sponsorships and donations, including monetary contributions, in-kind gifts, collaborative partnerships or services received by RSSS from individuals, businesses, corporations, foundations, and other entities.

## Definitions

<b>Donor</b>	A donor is an individual, organisation, or entity that gives money, goods, services, or other assets voluntarily to support a cause, organization, or project, without expecting anything in return.
<b>Donation</b>	A donation is the act of giving money, goods, services, or other assets to a recipient, typically for charitable, humanitarian, or community-focused purposes. Donations are usually altruistic and often qualify for tax benefits if given to a registered non-profit or charity. Purpose: Philanthropy, charity, or community support. Reciprocity: Typically, none; the donor does not receive material benefits or recognition beyond a thank-you or acknowledgment. Tax Implications: Donations may be tax-deductible depending on the jurisdiction and the status of the recipient organisation.
<b>Royal South Street Society</b>	The formal title of the organisation. The organisation that formally oversees the Royal South Street Society Ballarat Eisteddfod
<b>Royal South Street Society Ballarat Eisteddfod</b>	Our core business/event/season of events/eisteddfod which is overseen by the Royal South Street Society
<b>Sponsorship</b>	Sponsorship is a commercial arrangement where a sponsor provides resources (money, goods, or services) to a recipient in return for agreed-upon benefits, such as exposure, brand alignment, or access to specific audiences.



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	<p><b>Key Characteristics:</b></p> <p><b>Purpose:</b> Marketing, brand promotion, or business development.</p> <p><b>Reciprocity:</b> Sponsors receive tangible benefits, such as logo placement, advertising rights, or public acknowledgment.</p> <p><b>Tax Implications:</b> Sponsorships are generally not considered charitable contributions and are often treated as business expenses for tax purposes.</p>
<b>Sponsor</b>	<p>A sponsor is an individual, organisation, or entity that provides financial or other support to an event, activity, organisation, or individual in exchange for some form of benefit, typically in the form of advertising, publicity, or branding opportunities.</p>

## **Sponsorship and Donation Definition Examples:**

### **Donation:**

*An individual gives \$500 to a children’s hospital without expecting anything in return.*

*A company donates computers to a non-profit school as a charitable act.*

### **Sponsorship:**

*A catering company funds a music festival in exchange for its logo being prominently displayed at the event.*

*A business sponsors a sports team and receives advertising space on jerseys or banners.*

## **Policy Statement**

RSSS staff and volunteers may seek or accept sponsorship or donations to achieve the organisations mission, vision and strategic and operational objectives.

## **Guiding Principles**

- 1. Alignment with Mission/Vision:** All sponsorships and donations should align/support the mission, vision, values, and goals of RSSS.
- 2. Transparency:** All sponsorship and donation arrangements will be documented and publicly disclosed as appropriate.
- 3. Non-Endorsement:** Acceptance of sponsorship or donations does not imply endorsement of the sponsor’s or donor’s products, services, or activities by Royal South Street Society
- 4. Independence:** Acceptance of a sponsorship or donation must not compromise the organisation’s independence, decision-making, or reputation.



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5. **Ethical Standards:** The organisation will not accept sponsorships or donations from entities whose activities, values, or products conflict with its ethical standards or public image.

## Guidelines for Accepting Sponsorships and Donations

### 1. Eligibility Criteria:

- Sponsors or donors must not engage in activities that are harmful to the environment, society, or public health.
- Contributions must not come with conditions that conflict with the organisation's values or hinder its operations.

### 2. Review Process:

- All potential sponsorships and donations will be reviewed by the RSSS Leadership or Board to ensure compliance with this policy.

### 3. Recognition and Acknowledgment:

- Sponsors and donors will be recognised appropriately based on their level of contribution, unless they request anonymity.
- Recognition methods may include mentions in programs, annual reports, newsletters, website, or events.

### 4. Declining Contributions:

- The organisation reserves the right to decline any sponsorship or donation that does not align with its mission or poses a potential conflict of interest.
- Decisions to decline will be documented and communicated respectfully to the potential donor or sponsor.

## Use of Funds and Resources

### Purpose-Specific Contributions:

- Donations designated for a specific purpose will be used solely for that purpose, less RSSS *Costs Incurred*.
- Any unused funds for a specific project will be redirected to a similar purpose, in consultation with the donor if possible.

### General Contributions:

- Undesignated funds will be allocated to areas of greatest need as determined by the organisation.



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## RSSS Costs Incurred

A small charge needs to be made against the funds being administered to supplement sponsorship, donations and grants. The charge is currently 10% of the capital sum being administered.

Administrative costs support the infrastructure and operations required to deliver impactful programs and services.

## 1. Transparency and Reporting

- RSSS is committed to full transparency regarding the use of funds.
- Annual reports will include a breakdown of income and expenditure, specifying the proportion of funds allocated to administrative costs.
- Donors and sponsors may request detailed reports on how their contributions have been utilised.

## Sponsorship Categories

Sponsorship opportunities may include, but are not limited to:

- Awards, Trophies, Medals and Prizes
- Events and programs
- Campaigns and initiatives
- Publications and communications
- Physical events and spaces (e.g., naming rights)
- Digital assets (e.g., website or social media recognition)

## Recognition of Sponsors

RSSS will recognise sponsors in a manner consistent with the sponsorship agreement. Recognition opportunities may include:

- Acknowledgment in event materials, reports, or newsletters
- Logo placement on promotional items or websites
- Public announcements or press releases

Recognition methods will avoid any appearance of endorsing the sponsor's products or services.

## Accountability and Reporting

### Financial Reporting:

- All contributions will be tracked and accounted for in the organisation's financial systems.
- Annual reports will include summaries of sponsorships and donations received.

### Donor Privacy:

- The organisation will respect the privacy of donors and comply with applicable data protection regulations.
- Personal information will not be shared without the donor's consent.



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## Restrictions

RSSS will not accept sponsorships from entities whose products, services, or practices:

- Conflict with its mission and values
- Involve unethical, illegal, or discriminatory practices
- Could harm the organisation's reputation

The organisation reserves the right to decline or terminate sponsorship agreements at its discretion.

## Conflict of Interest

Employees, volunteers, and board members must disclose any potential conflicts of interest related to sponsorships or donations. Any such conflicts will be managed in accordance with the organization's Conflict of Interest Policy.

## Monitoring and Evaluation

Sponsorship and donation activities will be monitored to ensure compliance with the terms of the agreement and alignment with organisational goals. Periodic evaluations will assess the effectiveness of sponsorship arrangements and identify opportunities for improvement.

## Supporting Documents

- Privacy Policy
- Media Policy and Media Procedure
- Social Media Policy & Social Media Procedure
- Confidentiality Policy
- Child Safe Code of Conduct
- Code of Conduct
- Code of Conduct – General Entry and Audience
- Grievance, Complaints and Compliments Policy & Procedure

## Responsibility

- The Royal South Street Society Board is responsible for monitoring the implementation, outcomes and scheduled review of this policy.
- The Executive Officer/General Manager/Business Manager is responsible for maintaining the content of this procedure as delegated by the Royal South Street Society Board.



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## Communication & Implementation

This procedure will be communicated and implemented via:

- Identified and recorded on the RSSS Quality Management Plan Cycle
- Listed in the Policies & Procedures file on the RSSS Intranet
- On Board review/approval, included on Staff Meeting Agenda for location and active implementation
- Staff induction documentation and sessions.
- Listed on the public website

## Legislative Context

- Taxation Laws
  - Tax Deductibility:
  - Sponsorship Income
- Charity and Non-profit Regulation
  - Charity Registration
  - Fundraising Standards
  - Reporting Requirements
- Contract Law
- Consumer Protection Laws
- Australian Charities and Not-for-profits Commission (ACNC) regulations.
- Corporations Act for sponsorships tied to marketing.
- Data Protection and Privacy Laws
- Employment and Labor Laws
- Intellectual Property Laws

## Records Management

DOCUMENT TITLE	LOCATION	RESPONSIBLE OFFICER	MINIMUM RETENTION PERIOD
Annual Sponsorship Prospectus	records management system	Executive Officer	Copies can be disposed of once the administrative use has concluded. Electronic record will be retained in the records management system
Sponsorship or Donor Agreement	records management system	Executive Officer	<b>Permanent</b>
Individual / Organisational Contact Details and Records	records management system	Executive Officer	<b>Permanent</b>

## Policy Authorisation

<b>Approved by</b> RSSS Board	29/01/2025	<b>Responsible Person</b>	Executive Officer /General Manager/Business Manager
<b>Version</b>	Version 1 2025	<b>Scheduled Review Date</b>	01/01/2027